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JACK SINGBUSH  
SCOTT A. OLSEN

September 6, 1990

Mr. Bill Caulk, President  
MR. BILL'S  
1413 Bryant Street  
Leesburg, Florida 34748

RE: 1990 Judicial Election

Dear Mr. Caulk:

Please allow me to express my sincere appreciation to you. As you know, on September 4th I was elected the new Circuit Judge for the Fifth Judicial Circuit of Florida.

I began the five county race against an 18 year incumbent six weeks prior to the September 4th election date. Many people felt victory would be impossible because I had virtually no name recognition.

Those people were wrong. They did not know that I had a secret weapon. I had your rooftop signs.

Utilizing only one hundred of your signs in my race for judicial office, the campaign was able to obtain name recognition in five counties with nearly 290,000 voters.

Both the incumbent and I utilized the print media, billboards and radio advertising. The only significant difference was Mr. Bill's rooftop signs.

I can tell you from my experience, that the rooftop signs were the best form of advertising I acquired. One hundred seemed like one thousand. People would tell me, "Your name is everywhere!". In supermarket and shopping center parking lots, in business parking lots and driving down the highway, all you saw was the name "Singbush" on a car you passed. As a virtual unknown, I beat a popular incumbent in a landslide victory (nearly 57% to just over 43%). It is also my belief that Mr. Bill's rooftop signs were my most cost

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effective form of advertising, and may well have carried the day for me. If I had it to do over again, I would have gotten more. The proof is in the pudding; on September 3rd, I was a lawyer, but on September 4th, I was a judge.

Very truly yours,

JACK SINGBUSH, P.A.

By: 

Jack Singbush, Esquire

JS/nch